

# TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Playmates Toys International Limited		08/12/2011	CORPORATION: HONG KONG
RECEIVING PARTY DATA			
Name:	Playmates IP Limited		
Street Address:	100 Canton Road		
Internal Address:	The Toy House, 21st Floor		
City:	Tsimshatsui, Kowloon		
State/Country:	HONG KONG		
Entity Type:	CORPORATION: HONG KONG		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3807535	PLAYMATES TOYS	
CORRESPONDENCE DATA			
Fax Number:	(202)218-0020		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-218-0000		
Email:	ekomen@sheppardmullin.com		
Correspondent Name:	Edwin Komen		
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Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3314		
ATTORNEY DOCKET NUMBER:	09JG - 145288		
DOMESTIC REPRESENTATIVE			
Name:	Edwin Komen		
Address Line 1:	1300 I Street, NW		
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Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-3314

NAME OF SUBMITTER:

Edwin Komen

Signature:

/Edwin Komen/

Date:

08/12/2011

Total Attachments: 4

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## **TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** ("Assignment") is by and between Playmates Toys International Limited, a Hong Kong corporation, located at 21<sup>st</sup> Floor, The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong ("Playmates Toys International") and Playmates IP Limited, a Hong Kong corporation, located at 21<sup>st</sup> Floor, The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong ("Playmates IP").

**WHEREAS**, Playmates Toys International is the owner of all right, title and interest in and to the trademark PLAYMATES TOYS and Design, Registration No. 3,807,535, issued June 22, 2010 (the "Trademark"), together with the goodwill of the business connected with and symbolized by the Trademark (a copy of which is attached as Exhibit A); and

**WHEREAS**, Playmates IP desires to acquire all right, title and interest in and to the Trademark.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and adequacy of which are acknowledged, the parties hereby agree as set forth below.

Playmates Toys International hereby sells, assigns, transfers and conveys to Playmates IP the entire right, title, interest in and to the Trademark in the United States and all jurisdictions outside the United States, together with the goodwill of the business connected with, and symbolized by, the Trademark (including, without limitation, the right to renew any registrations included in the Trademark, the right to apply for trademark registrations within or outside the United States based in whole or in part upon the Trademark, and any priority right that may arise from the Trademark), including all causes of action as may have accrued on or before the date of this Trademark Assignment, the same to be held and enjoyed by Playmates IP as fully and entirely as said interest could have been held and enjoyed by Playmates Toys International had this sale, assignment, transfer and conveyance not been made.

Playmates Toys International authorizes the Commissioner of Trademark of the United States and other empowered officials of the United States Patent and Trademark Office, and in any applicable jurisdictions outside the United States, to record the transfer of the registration for this Trademark to Playmates IP. Playmates Toys International agrees to further execute any documents reasonably necessary to effect this Assignment, or to confirm Playmates IP's ownership of the Trademark.

[Signatures on next page.]

PLAYMATES TOYS  
INTERNATIONAL LIMITED,  
a Hong Kong corporation

By: [Signature]  
Printed name: Alain Cheng

Title: Group Legal Counsel

Date: 12 AUG 2011

Agreed and accepted:

PLAYMATES IP LIMITED,  
a Hong Kong corporation

By: [Signature]  
Printed name: Alain Cheng

Title: Director

Date: 12 AUG 2011

EXHIBIT A

# United States of America

United States Patent and Trademark Office



Reg. No. 3,807,535

Registered June 22, 2010

Int. Cls.: 16 and 28

TRADEMARK

PRINCIPAL REGISTER

PLAYMATES TOYS INTERNATIONAL LIMITED (HONG KONG CORPORATION)  
21ST FLOOR, 199 CANTON ROAD  
TSMHATSUI, KOWLOON, HONG KONG

FOR: ARTS AND CRAFTS SETS COMPRISED OF CRAYONS, MARKERS, PENCILS, PAINT, SIDEWALK CHALK, SCISSORS, ERASERS, PLAYING CLAY, MODELING COMPOUND, RULERS, GLUE FOR STATIONERY USE, GLITTER GLUE, PAPER, PAINT BRUSHES, RUBBER STAMPS AND STAMP PADS, ALL OF THE ABOVE FEATURING MAKE AND PLAY ACTIVITIES; AND ROOM DECOR PRODUCTS, NAMELY, WALL AND DOOR REMOVABLE DECALS, BUT EXPRESSLY EXCLUDING SUCH GOODS IN THE FIELD OF ADULT-THEMED ENTERTAINMENT FEATURING FEMALE MODELS IN FULL OR PARTIAL NUDITY, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 7-0-2009; IN COMMERCE 7-0-2009.

FOR: CHILDREN'S INTERACTIVE TOYS; DOLLS AND RELATED DOLL ACCESSORIES AND PLAYSETS THEREFOR; ACTION FIGURES AND RELATED ACCESSORIES AND PLAYSETS THEREFOR; ROLE-PLAYING TOYS AND RELATED ELECTRONIC AND NON-ELECTRONIC ACCESSORIES, NAMELY, PLASTIC MASKS AND PLASTIC WEAPONS, CHILDREN'S DRESS-UP SETS FOR TOYS, NAMELY, DRESS-UP CLOTHING, COSTUMES, HATS, SHOES, HAIR PIERCES, HAIR RIBBONS, HAIR BARRETTES AND JEWELRY FOR TOYS; INTERACTIVE VIRTUAL CHARACTER DOLLS AND ANIMALS AND RELATED ACCESSORIES AND PLAYSETS THEREFOR; BATTLE BOARD AND DICE GAMES AND CARD GAMES FEATURING ACTION FIGURE PLAYING PIECES AND CARDS WHICH MAY BE TRADED; PLUSH TOYS AND RELATED ACCESSORIES AND PLAYSETS, BUT EXPRESSLY EXCLUDING SUCH GOODS IN THE FIELD OF ADULT-THEMED ENTERTAINMENT FEATURING FEMALE MODELS IN FULL OR PARTIAL NUDITY, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-2008; IN COMMERCE 9-0-2008.

OWNER OF U.S. REG. NOS. 1,381,554 AND 1,576,558.

THE COLOR(S) BLUE, RED AND WHITE(S) ARE CLAIMED AS A FEATURE OF THE MARK.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TOYS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A RECTANGLE CONSISTING OF THE COLORS BLUE IN THE UPPER PORTION, THE COLOR RED IN THE LOWER PORTION DIVIDED BY A WHITE LINE. THE WORDS "PLAYMATES TOYS" APPEARS IN THE COLOR WHITE, WITH THE WORD "TOYS" APPEARING IN A RED OVAL ENCLOSED IN BLUE AND OUTLINED IN WHITE.



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 3,807,535** SN 77-360,014, FILED 12-27-2007.

EVELYN BRADLEY, EXAMINING ATTORNEY

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